

ABSTRACT OF THE DISCLOSURE

Disclosed is an improved process for attaching and protecting a mechanical fastener on a disposable absorbent article and a disposable absorbent article produced by the same. The process comprises the following steps: (1) providing a disposable absorbent article which includes an outer cover, a bodyside liner, and an absorbent core disposed between the outer cover and the bodyside liner; (2) providing a mechanical fastener which includes a first fastening element; (3) attaching the first fastening element of the mechanical fastener to the disposable absorbent article; (4) releasably engaging the first fastening element with the disposable absorbent article to protect the first fastening element; and (5) subsequently packaging the disposable absorbent article for commercial sale. The first fastening element and a portion of the disposable absorbent article may be releasably engaged by constrictively passing them between a pair of rotatable nip rolls. In a particular aspect, the first fastening element is the hook material of a hook-and-loop type mechanical fastener.